



National Pollution Prevention Week



Attached is a compendium of **National Pollution Prevention Week "Activity of the Week" Award Winners for 1997**. The purpose of the document is to provide examples of exemplary P2 Week activities to assist and inspire this year's local organizers.

Please consider completing and sending in an [Activities Award Application](#) for **Pollution Prevention Activities** accomplished in 2002 and not **just** during National Pollution Prevention Week. Send your completed form to the Department of Toxic Substances Control's Office of Pollution Prevention and Technology Development via E-mail: ntp2week@dtsc.ca.gov or fax it to DTSC/OPPTD NP2W at (916) 327-4494, or mail it to Robert Ludwig, DTSC/OPPTD, P.O. Box 806, Sacramento, CA 95812-0806.

If you have questions or need more information on National Pollution Prevention Week, contact Robert Ludwig at rludwig@dtsc.ca.gov or (916) 324-2659.

"The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our Web-site at www.dtsc.ca.gov."

Compendium of
POLLUTION PREVENTION WEEK 1997
"Activity of the Week" Award Winners

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**MCCLELLAN AFB POLLUTION PREVENTION FAIR
SEPT 18, 1997**

"ACTIVITY OF THE WEEK" APPLICATION

Date: Sept. 18, 1997

Activity: Pollution Prevention Fair

Target Audience: Employees of McClellan Air Force Base

Location: Outdoors -- courtyard and area along Buildings 280 & 250

Co-Sponsors / Partners: *Participants in the event include-*

Air Resources Board

Regional Transit

Yolo Transportation District

Smog Squad

Air Quality Management District, (including lawn mower program)

County Water Resources Division, Storm Drain Stenciling

State Division of Recycling

County Recycling (composting program)

Bureau of Automotive Repair (Smog Check 2)

McClellan's Electric Vehicle program with a Toyota RAV 4 and

Honda EV (Mel Rapton Honda) on loan from dealer

VPSI Commuter Van

Advans (featuring new advertising for commuter vans)

McClellan's Pollution Prevention Division

McClellan's Rideshare program

Special Guests: Mr. Roger Dickinson, Sacramento County Supervisor
Mr. Tim Taylor, Sacramento Air Quality Management District
Mr. Paul Brunner, Environmental Management Director, McClellan AFB
Maj. Gen. Eugene L. Tattini, SM-ALC Commander, McClellan AFB
Students from McClellan's Child Development Center

"Activity of the Week" Application
McClellan AFB

Description of Activity:

BACKGROUND'.

In observance of Pollution Prevention Week, McClellan AFB Environmental Management planned and hosted a Pollution Prevention Fair on Sept. 18, 1997. Rather than have just exhibits McClellan programs, the base opened the opportunity to County, State, and local organizations to participate. The decision was also made to partner this activity along with our Rideshare program which was having an activity during the same time frame. We therefore combined our Pollution Prevention Fair with the "Spare the Air" wrap-up. Invitations were mailed out and unanimously accepted (fig. 1).

By having more diverse pollution prevention programs featured, we hoped to reach a broader range of employees and therefore educate more people about the -benefits of pollution prevention,

PUBLICITY:

Several approaches were made to attract participation to the event:

An announcement on the event was placed in our base newspaper two weeks prior to the event (fig. 2). One week prior to the event a feature article was Written for the base paper (fig 3). A Handout was printed and distributed to the "Spare the Air" Volunteers (fig. 4) as well as updates in the OZONE UPDATE, a publication for Spare the Air Volunteers (fig. 5) An announcement was posted on our electric sign the entire week prior- to the event (fig. 6), Various E-mails were sent to Environmental management employees and "Spare the Air" volunteers (fig 7) and posters (provided by the Local Gov. Commission) were hung in various locations. Press Releases were sent to the local media inviting them to the event (fig 8). KFBK radio, channel 40 news and channel 31 news covered the event, the Sacramento Bee ran an announcement in their Metro section (fig. 9).

LOGISTICS:

An outdoor setting was chosen to maximize on the potential employee participation. A lunch hour was chosen to make it easy for employees to attend. We also chose a location across from the base cafeteria and worked with the cafeteria to have a lunch that people could eat and walk with easily at a special price to entice participation (go to fig.7). The street was closed to traffic so that people could walk easily to and from exhibits and view the many electric vehicles that were on display.

GOALS:

There were several goals established for the event:

- To further educate employees of McClellan AFB on the meaning of pollution prevention how they can contribute to reducing pollution:
- To demonstrate Environmental Management's innovative pollution prevention applications:
- To recognize the "Spare the Air" volunteers for 1997.

PARTICIPATION:

Over a hundred people attended McClellan's first-year Pollution Prevention Fair, but many more received information about this year's Pollution Prevention Week messages from the base newspaper and Ozone Update articles that reached over 10,000 people collectively, and e-mails that reached out to selected groups. The types of people who attended include:

Exhibitors--

The event had fourteen different exhibitors each displaying their information. Some of the highlights from Environmental Management's exhibit are included (fig. 10).

Program--

A program was organized at the fair to give Supervisor Roget, Dickinson an opportunity to present a Resolution to the center commander, Maj. Gen. Eugene Tattini, and to end out the Summer Smog Season and award prizes to the "Spare the Air Volunteers." Mr. Tim Taylor, Sacramento Air Quality Management District and Mr. Paul Brunner, Environmental Management Director, McClellan AFB also participated in the program.

Employees--

Employees were invited to attend the event from around the base.

"Spare the Air" volunteers were also personally invited for the event and the special program.

Outreach-

An invitation was made to a class of 12 students at McClellan's Child Development Center to attend the event. A program was developed with the cooperation of several of the exhibitors to take 5 minutes with the students (ages 3 - 5 years) and give them some information at their level about how they can prevent pollution (fig. 11). Many of the exhibitors also brought handouts for the students (example / fig. 12). Kid's Club packet.

OTHER:

Photos are included to give a feel for the scope of the fair's activities (fig. 13).

Thank you letters were mailed to everyone who participated (fig 14).

Mission Resource Conservation District

990 East Mission Road, Fallbrook, California 92028
P.O. Box 1777, Fallbrook, California 92088-1777

Phone (760) 728-1332

Fax (760) 723-5316

e-mail

missnrcd@tfb.com

Date: September 15 - 21, 1997

Activity: P2 Week Banner

Target Audience: All residents and visitors to the unincorporated area of Fallbrook.

Location: The corner of Mission Road (Interstate 13) and Santa Margarita Roads

Co-Sponsors: Mission Resource Conservation and Fallbrook Public Utility District Description of Activity: Develop and display 3' X 8' poster reminding the community to honor pollution prevention.

Quantitative Information: The potential observers for the banner would be approximately 25,000 people that reside in the Fallbrook area, not to mention commuters that work in the area. Theoretically the banner, during P2 Week should have reached over 175,000 people.

Date: September 1 -21, 1997

Activity: P2 Poster Contest

Target Audience: Kindergarten through sixth grade, local elementary schools

Location: Mary Fay Elementary School (Camp Pendleton), La Paloma Elementary School (Fallbrook), Maie Ellis Elementary School (Fallbrook) and Fallbrook Street School (Fallbrook).

Co-sponsors: Mission Resource Conservation District and Fallbrook Public Utility District Description of Activity: Children were to create a poster utilizing a pollution prevention theme. The winner of the contest won an ice cream social for his/her class.

Quantitative Information: The contest was offered to 3,200 elementary school aged children. Honorable mentions and one ice cream social was awarded.

Date: October 1, 1997

Activity: Ice Cream Social & Pollution Prevention Demonstration

Target Audience: The class of the winning poster student

Location: La Paloma Elementary School

Co-Sponsors: Mission Resource Conservation District and Fallbrook Public Utility District

Description of Activity: Students to build their own ice cream Sundays and participate with a hands-on pollution prevention presentation.

Quantitative Information: Thirty-five students will participate.

CONSERVATION - DEVELOPMENT - SELF-GOVERNMENT
Municipal Water District

1966 Olivenhain Road * Encinitas, CA 92024 - Tel: 760 -753 - 6466 * Fax: 760 -753 -1578

Pollution Prevention Week 1997
Olivenhain Municipal Water District's Activities

1. ***Olivenhain Municipal Water District's Board of Directors Adopts Resolution - Please see resolution attached.*** At their September meeting, the Olivenhain Municipal Water District Board of Directors reviewed and signed the attached resolution officially recognizing September 15 through 21, 1997 as Pollution Prevention Week.
2. ***Olivenhain Municipal Water District Customer newsletter includes bulletin about Pollution Prevention Week - Please see newsletter attached.*** Olivenhain Municipal Water District's customer newsletter, *Watching Water*, (which is distributed and read by over 42,000 of the district's residents) was mailed out to all customers on September 09, 1997. The newsletter contained a bulletin reminding customers that September 15 through 21, 1997 was P2 Week and providing a phone number for additional information. (Unfortunately, we received the P2 information packet after our printing deadline, so the camera-ready artwork and other information could not be included.)
3. ***All Olivenhain Municipal Water District September bills have message about Pollution Prevention week.*** All of Olivenhain Municipal Water District's 15,000 customer bills are sent out on the first of each month. The bills allow for a 2" x 7" box for messages to customers. All bills had a message about pollution prevention week added.
4. ***Posters displayed throughout district and made available for customers affront desk*** The 15 Posters were gone by the end of the first day! Everyone liked the colors on the poster so much; they wanted to put them up in their office!
5. Copies of P2 handouts were made and posted through district offices. (@10 copies)

P2 Week happened to fall the same week that our organization was already committed to volunteer efforts for both the United Way Hands-On Project and the American Heart Association Heart Walk this year! Our efforts were divided among these three very worthwhile programs.

Hopefully next year we will be able to devote time to bringing P2 awareness into the classrooms in our district area. Thank you for the informational materials and support your office gave for the P2 Week activities here at Olivenhain Municipal Water District!

From:

Kimberly Thorner

Olivenhain Municipal Water District

Board of Directors

Ann L. Peay, President

Harold L. Gano, Vice President

Harley L. Denk, Secretary

Thelma M. Miller, Treasurer

Susan J. Varty, Director

General Manager

David C. McCollom

Legal Counsel

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P2 Week Activities for Pima County D.E.Q.

Date: Monday, 9/15 - Sunday, 9/22

Activity: Placement of Posters throughout county complex

Target Audience: County employees

Location: All downtown county office buildings

Co-Sponsors: Local Govt. Commission/NPPR/CCPPC

Description: Placed "Celebrate Nat'l. P2 Week... 11 posters enclosed PDEQ Business Assistance Program logo attached to upper right-hand corner, following flight path of white birds. This provided a local contact.

Quantity: 10 posters

Date: Monday, 9/15

Activity: P2 article in Inside Tucson Business

Target Audience: Business owners and operators in Pima County

Location: Inside Tucson Publication weekly publication

Co-Sponsors: None

Description: See enclosed article copy

Quantity: General circulation of paper

Date: Thursday, 9/18

Activity: P2/Waste Minimization seminar

Target Audience: Businesses owners/operators, consultants and regulators

Location: Doubletree Hotel, Tucson

Co-Sponsors: Tucson Fire Dept., Southern Arizona
Environmental Management Society and ADEQ

Description: Day-long seminar (see enclosed agenda)

Quantity: 95

Pollution Prevention Week Activities at the San Diego Association of Governments (SANDAG)

Activity of the Week Awards Application

Prepared by Carolina Gregor, Assistant Regional Planner, SANDAG, (working on solid waste management, binational coordination, and regional growth management issues).

Dates:	September 9, 1997 to September 29, 1997, and continuing
Activities:	Management Staff Meeting, Brain-Teasers, P2 Profile Quiz, "Noon News," Committee Meeting Follow-up for Implementation Actions (attachments provided)
Target Audience:	SANDAG Staff
Location:	SANDAG, 401 B Street, Suite 800, San Diego, CA 92101
Co-Sponsors/ Partners:	None
Description of Activities:	<p>On September 9, I presented our Management Staff (Executive Director, Deputy Executive Director, and all Department Directors) with a proposal to celebrate P2 Week at SANDAG with a "Noon News." Every other month, our Communications Department organizes a brown bag lunch hour called Noon News that features a certain topic or speaker of interest (for instance, a slideshow on Barcelona or a presentation by the County's toxic controls department, etc.). Management Staff agreed that a Noon News would highlight P2 Week, and supported the idea. Prior to the Noon News, which was held on September 16th, I e-mailed SANDAG staff (approximately 70 people) P2 brain-teasers to promote interest in the topic. Approximately 30 people attended the Noon News, at which lively discussion revolved around two major questions: (1) What is SANDAG currently doing internally to prevent pollution? and (2) What more could SANDAG be doing to prevent pollution?</p> <p>Two weeks after the Noon News, we held the first internal P2 committee meeting to explore actions to implement the ideas suggested at the Noon News. The Committee is now in the process of developing a draft internal strategy to continue to implement the ideas generated at the Noon News. If approved by Management Staff, the strategy will be posted on our intr-net, and may eventually be offered to our member agencies as a model strategy. For details, please see attachments.</p>
Quantitative Information:	Approximately 30 people attended the Noon News. About 25 of those picked up handouts provided by the Local Government Commission, and nine volunteered to serve on the internal P2 committee.

Tuolumne County Health Department

October 10, 1997

P2 Week 1997 "Activity of the week" Awards
Local Government Commission
1414 X St., Suite 250
Sacramento, CA 93814-3929

Robert L. Marshall, M.D.
Health Officer

Maureen E. Woods
Director of Public Health Nursing

Walter L. Kruse
Director of Environmental Health

Attached are some of the activities that were conducted in Tuolumne County to make P2 Week a success. I would like to thank you for your help in promoting this week in Tuolumne County.

The activities were varied. The following were those activities.

- 1) The Board of Supervisors proclaimed the week officially as "Pollution Prevention Week".
- 2) Several public service spotlights were broadcast on the local cable television station highlighting pollution prevention.
- 3) Numerous P2 week handouts (approximately 100) were given out at the Environmental Health Division office, local solid waste facilities, local high school, community college, and community meetings.
- 4) The two local radio stations did community service announcements on P2 week.
- 5) A Pollution Prevention Success Tour was conducted of four local businesses.
- 6) The local newspaper spotlighted Pollution Prevention week and promoted the Pollution Prevention Success Tour.

We look forward to participating in P2 Week next year.

Should you have any questions, please call me at (209)533-5-9-96.

Sincerely,

Charlotte Ginn, REHS
Pollution Prevention
Week Coordinator

ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY

Governor Jane Dee Hull

Russell F. Rhoades, Director

Leif Christiansen
c/o Local Government Commission
1414 K Street, Suite 250
Sacramento, CA 95814-3929

Re: P2 Week 1997 "Activity of the Week" Awards

Dear Mr. Christiansen,

The following is a summary of P2 Week activities in Arizona:

Activity #1

Date	September 15, 1997
Activity	Partnership for Pollution Prevention (P3) Awards Ceremony
Target Audience	Businesses and Team Leaders participating in the P3 program
Location	Dobson Ranch Inn in Mesa, Arizona
Co-sponsors / Partners	ADEQ Pollution Prevention Unit
Description of Activity	<p>Russell Rhoades, Director of ADEQ, presented awards recognizing pollution prevention efforts and accomplishments of P3 participants.</p> <p>Jean Calhoun, new ADEQ Waste Programs Division Director-, Maggie Emmermann, Governor's Office for Mexico Affairs, and Placido dos Santos, ADEQ Border Manager, all made presentations to the P3 thanking them for their participation.</p> <p>A new outreach program to the Maquiladoras in Mexico was announced. This program will focus on promoting pollution prevention and improving waste management practices among industries in the Arizona-Sonora border region by expanding the P3 program to the Maquiladora sector.</p> <p>The newly formed Military P3 Team, comprised of major military bases, Reserve and National Guard facilities throughout Arizona, was also introduced.</p>
Quantitative Information	<p>Over 100 facilities in the following business sectors received awards:</p> <p>automotive, aerospace, electronics, environmental, government, industrial, and medical services.</p>

Activity #2

Date	September 18, 1997
Activity	Hazardous Waste Minimization / Pollution Prevention Seminar
Target Audience	Public and private sector businesses in southern Arizona and along the Mexico border region.
Location	DoubleTree Hotel in Tucson, Arizona.
Co-sponsors / Partners	ADEQ, University of Arizona Dept. of Chemical Engineering, Pima County DEQ, Tucson Fire Department, and the Southern Arizona Environmental Management Society.
Description of Activity	Focus on cost effective methods for businesses to begin or to improve programs of waste reduction and pollution prevention. Legal issues and state-wide assistance programs were presented and an exhibit program was featured. Keynote address discussed US / Mexico environmental efforts and P2 activities in Mexico.
Quantitative Information	Approximately 130 attendees.

Details on Activities 1 and 2 are included in the *P2 Opportunities* newsletter and in the brochure for the *Hazardous Waste Minimization pollution Prevention Seminar*.

The Town of Gilbert, a Partnership for Pollution Prevention member, announced a new alliance to promote P2 among members of its business community as part of P2 Week activities.

Letters detailing P2 Week Activities at TRW Vehicle Safety Systems and at Derlan Overhall and Repair are enclosed.

An example of a P2 Week Participation Survey from AlliedSignal Equipment Systems is included.

A copy of a P3 Award certificate and P3 Awards Ceremony booklet are also enclosed. If you need further information, please call me at (602) 207-4179.

Sincerely,

Charlotte Payton

3033 North Central Avenue, Phoenix, Arizona 85012, (602) 207-2300

City of Daly City - P2 Week Activities 1997

Activity #1

September 20, 1997

Thornton Beach Cleanup

Target audience: public

Thornton Beach, Daly City

Co-sponsored with the Bay Area Paragliding Association

45 volunteers gathered to pick up trash in the canyon leading to the beach and on the beach itself for those who chose to hike down to it. This cleanup has been sponsored for 7 years by the Bay Area Paragliding Association and this was the second year the City has co-sponsored it. We assist by providing refreshments (coffee and bagels/cream cheese, and bottled water for the hike) and assist in advertising the event. This year we put an announcement on the City cable channel 8, posted color flyers, and sent a press release to a local newspaper and had the nearby shopping center put up the announcement on their moving marquee.

Activity #2

P2 Slide show for City Cable Channel

target audience: public

A series of slides with pollution prevention messages was prepared and shown on the cable channel 8 for the entire week. A message advertising Thornton Beach Cleanup ran for a week and a half. A stormwater pollution video also ran during the week.

Activity #3

P2 Dental Office mailing

Target audience: Dental offices within the Sanitation District

Partner: San Francisco Water Pollution Prevention Program

The San Francisco Water Pollution Prevention Program generously provided us with information and resource booklets they had prepared for Dental Offices. We mailed them to all Dental Offices in our Sanitation District (90). We included information about the VSQG Program for our county and the applicable phone numbers for our area in the cover letter.

Activity #4

Employee Newsletter article

Target audience: City employees

A brief article was printed in the City employee newsletter *The Foghorn* with an emphasis on reducing waste in the office and at home. See attached.

Activity #5

September 6&7

Target Audience: public

Location: Westlake Shopping Center

We had a table at the Daly City Fall Festival held at a nearby shopping center. We included information about stormwater pollution, household hazardous waste disposal, Used oil disposal, and other P2 related pamphlets and giveaways (e.g. *Grow-it guide* for a less toxic garden, coloring books and crayons, funnels for used oil recycling, water conservation pamphlets and kits). The festival falls in September and we include it as a P2 week event, however we would have done it regardless as there are a limited number of festivals in Daly City.

Activity #6

September 2nd-29th

P2 Display

Target audience: public and employees

Location: Daly City Hall

A Display was made announcing the beach cleanup and including P2 tips (LGC Fact sheets enlarged as posters and colored). A P2 poster was hung and some inspiring quotes about the environment were gathered and displayed.

Activity #7

September 6 issue

Press Release about P2 week and Beach cleanup Target audience: public

Location: Paper is distributed free to homes in the cities of Brisbane, Daly City and Colma.

A press release was submitted to two local newspapers to which one responded and printed an article on the front page. The beach Cleanup was highlighted and the general concept of P2 introduced. Water conservation was also addressed at the authors request.

Activity #8

P2 Week Proclamation

The Mayor proclaimed September 15-21 as P2 week.

City of LOMPOC

October 8, 1997

Leif Christiansen
P2 Week 1997 Awards
c/o Local Government Commission
1414 K Street, Suite 250
Sacramento, CA 95814-3929

Dear Mr. Christiansen:

Enclosed please find the information concerning the Pollution Prevention Week activities sponsored by the City of Lompoc.

This years efforts were a huge success. The compost give away and the Farmer's Market were undoubtedly the most popular activities. For three days during Pollution Prevention Week residents of the City hauled 25 tons of compost, donated by Von's Company and transported by Community Recycling Resource Recovery, to their gardens and lawns throughout the city. Many of the beneficiaries of this "black gold" claimed it was the finest quality compost they had ever seen. During Farmer's Market more than 100 used oil containers and 300 string bags were given away. Residents picked up pamphlets about household hazardous waste disposal and city staff answered hundreds of questions about the City's recycling, household hazardous waste and used oil collection programs.

Pollution Prevention Week offers a fan way to get important information out to the public. The City of Lompoc looks forward to the challenge of making next years event's even bigger and better. If you need further information from me please do not hesitate to contact me at (805) 736-1261, Ext. 527.

Sincerely,

Karen Weston
Solid Waste Program Technician

Enclosure

CITY HALL, 100 CIVIC CENTER PLAZA, P.O. BOX 8001, LOMPOC, CA 93438-8001
(805) 736-1261; FAX: (805) 736-5347

Pollution Prevention Week, 1997

Schedule of Activities

Lompoc's Pollution Prevention Efforts - A display of local government efforts to reduce pollution including displays of the City of Lompoc's Mulch Programs, Household Hazardous Waste Facility, Backyard Composting Program and Business Waste Prevention. The Community Environmental Council provided a Used Oil Display showing the effects of oil on groundwater and the proper way to dispose of used oil. See Attachment 1.

Free Materials Available- Free string bag and used oil containers were available Wednesday at noon. Junk mail reduction kits, business waste prevention kits, pamphlets on source reduction, waste diversion, office paper recycling used oil drop off centers and numerous other pollution prevention ideas and suggestions were available all week long at the City Hall display. See Attachment 1.

Free Compost - Once again Von's in conjunction with Community Recycling Resource Recovery, Inc. donated 25 tons of compost to the City for local projects. The delivery occurred as the City's celebration of Pollution Prevention began on Monday September 15. Over 50 local residents responded and were rewarded with some of the nicest looking compost they had ever seen. See Attachment 2.

Pollution Prevention Week Proclamation-The City Council meeting on September 16th at 7:00 p.m. kicked off Pollution Prevention Week with an official proclamation given by the Mayor of Lompoc, Joyce Howerton and accepted by the Community Services Director, Marlene Demery. A reception followed at the break with coffee and cake provided to approximately 40 people who were in attendance. See Attachment 3.

Household Hazardous Waste Collection Facility (HHWCF)-The City's HHWCF is open Tuesday through Saturday from 10:00 a.m. to 1:00 p.m. to dispose of all of your household hazardous wastes. All Lompoc Valley residents are welcome to use the facility at no charge. Lompoc businesses that qualify as Small Quantity Generators, may use the facility for a minimal charge for disposal. Call 736-1261, Ext. 524 to make an appointment to use the facility.

Household Hazardous Waste Workshop-Claudia Stine, the City's Solid Waste Superintendent gave a brown bag workshop Wednesday, September 17th at noon on what household hazardous waste is and how to dispose of it. Free string bags and used oil containers were also available.

Farmer's Market-Friday September 19, 1997 from 2:00p.m. until 5:00 p.m. the residents of Lompoc learned about the City's pollution prevention efforts. Over 100 used oil containers and 300 string bags were given away as was other useful prevention items. The most popular of pamphlet was information on the City of Lompoc's Household Hazardous Waste Collection Facility and information on what should be recycled.

Lawn and Garden Engine Technology Workshop - Will Schuyler, Schuyler Mower and Offroad, and Denny Eldridge, Power Equipment Company, gave a Saturday morning workshop describing what is new in lawn equipment engine technology and what we can do to help our air quality in this area. Mr. Schuyler displayed the new Recycler lawnmower. A lot of valuable information was disseminated to those in attendance. Flyers were handed out at the Landfill and postcards were mailed to those on the Backyard Composting Program list. See Attachment 4 and 5.

CITY OF SANTA CLARITA

ACTIVITY #1

THE NATURAL STEP: FRAMEWORK FOR A SUSTAINABLE FUTURE WORKSHOP

ACTIVITY #1 The Natural Step: Framework for a Sustainable Future Seminar
Brown Bag Seminar

Date: September 15, 1997
Target Audience: Santa Clarita Valley Businesses
Location: Valencia Town Center - Community Room
Co-sponsors: City of Santa Clarita
 Atkins Environmental Services

Description of Activity: Pollution Prevention Week '97 was kicked off with the first of a week-long series of seminars related to pollution prevention. The first seminar, The Natural Step: Framework for a sustainable Future, was held at the Community Room of Valencia Town Center. Many businesses are realizing that sustainability is good for business and moreover, inattention to the environment hurts business. Local businesses were given the opportunity to attend this lunch time seminar to learn how to increase economic competitiveness while protecting our precious resources.

Quantitative Information:

Attendance: 10

Advertising included the following:
250 flyers sent to Valencia Industrial Association members
2 advertisements in The Signal (local newspaper)
Presentations to SCV Chamber of Commerce members

Activity #2

Compost Training Workshop

Date: September 18, 1997
Activity: Compost Training Workshop
Target Audience: Residents
Location: Newhall Park
Co-sponsors: City of Santa Clarita
County of Los Angeles

Description of Activity: The City of Santa Clarita and the County of Los Angeles sponsored a workshop for local residents on how to start and maintain a backyard compost program.

Quantitative Information:

Advertising:
250 flyers to Valencia Industrial Association members
Presentations to SCB Chamber of Commerce members
2 advertisements in The Signal
Flyers distributed at local landscaping/gardening centers

Attendance: 11

Activity #3

Lead Standards Workshop

Date: September 19, 1997
Activity: Lunch time seminare on the current guidelines for the use of lead.
Target Audience: Industrial Business
Location: City Hall Council Chambers
Co-sponsors: City of Santa Clarita
Seldner Environmental Services

Description of Activity: The City of Santa Clarita and Seldner Environmental Services sponsored this lunch time seminar for local industrial businesses. Information was shared about how to handle lead in the workplace, the permissible exposure limits, and the dangers associated with use of lead in the home.

Quantitative Information:

Advertising:
250 flyers distributed to Valencia Industrial Association members
Presentations to SCV Chamber of Commerce members
2 ads in The Signal

Activity #4

River Rally '97

Date: September 20, 1997
Activity: Santa Clara River Clean Up
Target Audience: All Santa Clarita residents
Location: Santa Clara River (Magic Mountain Parkway to Valencia Boulevard)
Co-sponsors: City of Santa Clarita
County of Los Angeles
SCV Chamber of Commerce
Blue Barrel Disposal
Santa Clarita Disposal

Description of Activity: The third annual River Rally culminated the week long Pollution Prevention Week celebration in Santa Clarita. Two hundred thirty three volunteers, including local businesses and residents, came out to clean a portion of the Santa Clara River before the rainy season begins. More than 4 tons of debris was removed from the river during a two hour period of time. Volunteers were provided with breakfast before the clean up began. Blue Barrel Disposal and Santa Clarita Disposal (local trash haulers) donated the roll off bins and the disposal fees for the trash collected. Los Angeles County provided field crews, heavy equipment, staff for the County booth, and underground equipment for display. Free trees were donated to residents by the City of Santa Clarita. Volunteers were given hats and free car wash coupons, provided by the City of Santa Clarita and those in attendance, as well. 20 exhibitors were on hand to share information and various environmental messages. Attendees learned why it is important to take care of our river, streams, ocean and wildlife.

This year, the City coordinated efforts with the United Way's Day of Caring. The River Rally site was offered to United Way volunteers as an available worksite.

Quantitative Information:

29,000 flyers distributed through local schools
2 ads in The Signal
Web Page spotlight ad
Ad in The Magazine of Santa Clarita and Business News of Santa Clarita
United Way flyers
233 volunteers at clean up
Over 400 visitors at Expo

Display Ads (Local newspaper and weekly entertainment newspaper)

The Public Works Department placed one ad per day for five days in the local newspaper, the *Santa Cruz Sentinel* (see enclosed ads). Each ad focused on a different aspect of pollution prevention. Additionally, we placed an ad in our local entertainment weekly, *Good Times*, that combined elements of all five ads (see enclosed ad). Ad themes were:

- Stormwater pollution
- Water pollution
- Source reduction
- Lifter control and illegal dumping prevention
- Air pollution and air quality

Each display ad had a pledge form for the public to sign up and send to be entered into a free drawing for a bag of goods (described below under *Pledge Forms and Drawings for Prizes*). The newspaper ads generated 17 pledge forms.

Booth (at the Monterey Bay National Marine Sanctuary Celebration/Shark Festival)

Literature

The Public Works Department set up an 11' x 11' booth at the annual Santa Cruz Shark Festival and Sanctuary Celebration held on September 20th on the Santa Cruz Municipal Wharf. We stocked the booth with materials on recycling, stormwater pollution prevention, source reduction, commute solutions and alternatives, household hazardous waste disposal information, solid waste options for residents and commercial establishments, etc. There were also numerous giveaway items.

Our booth also had displays of recycling carts and refuse options (various cart sizes). There was an interactive stormwater pollution prevention exhibit. This unique exhibit was in the form of a movable storm drain at a curb with a quart of painted-on oil dripped over it. Booth visitors could lift up the storm drain and see a color photo and text display of sea life and the negative effects of oil in the ocean.

City Hall Booth

Prior to the Wharf event we set up the exact same booth in the courtyard at city hall from 10:00 am to 3:00 pm. We publicized this event among city staff and attracted lots of onlookers and many pledge forms.

Pledge Forms and Drawings for Prizes

At the booth we held raffles using pledge forms filled out by visitors who had pledged to follow one or more of 15 suggested pollution prevention practices (see attached pledge form/flyer). Winners received a canvas bag stuffed with pollution prevention items, such as safe, alternative cleaning products, RideShare Week T-shirts, mag lights and rechargeable batteries, work gloves (for Beach and River Cleanup events), water bottles, bicycle route maps, literature, etc.

We received a total of 166 pledge forms distributed as follows: city workers (88), newspaper ads (17) and booth visitors (61).

Banners and "Pollution Prevention Team " T-Shirt

We hung banners on the booth, identifying it as a City of Santa Cruz Public Works Department booth, and hung a second banner with the words, "Pollution Prevention Week." Department volunteers staffed the booth-all wearing distinctive, specially ordered, polo shirts, with our city logo and the words, "Pollution Prevention Team" on the front. By all accounts the booth was in an excellent, highly visible, location and was very well attended.

Payroll Attachments (added to each employees paycheck)

For over a month prior to Pollution Prevention Week, we produced and designed payroll attachments. Our Payroll Department distributed the paycheck attachments each payday leading up to Pollution Prevention Week. (see enclosed). Each attachment contained the pledge form described above. A drawing was held just for city staff. The winner received a canvas bag of goods (as noted above "Pledge Forms and Drawings for Prizes"). As noted above, we received over 100 pledge forms from city staff, newspaper ads, and booth visitors. Approximately 90% were from city staff.

Mayoral Proclamation

We submitted text (adapted from the Local Government Commission), and our Mayor issued a proclamation (see attached) declaring the week of September 15-21 as Pollution Prevention Week in Santa Cruz. The request for a proclamation was accompanied by an FYI to the City Manager (for City Council) detailing our Pollution Prevention activities (see attached memo).

Pollution Prevention Posters (ordered from the Local Government Commission)

We ordered 100 posters and distributed them to all City departments around City Hall and the remote sites including libraries, the City Corporation Yard, Wastewater Treatment Plant, and to all Public Works Commissioners, among others. We gave the posters away at the booths mentioned above.

Press Release

Please see the attached letter to the editor of our local, daily newspaper, *The Sentinel*, inviting their coverage of our pollution prevention events.

P2 Week 1997 "Activity of the Week" Awards

c/o Local Government Commission 1414 K Street, Suite 250
Sacramento, CA 95814-3929

The following represents the activities of the **City of Simi Valley's Source Control Division.**

Contact: Kevin Gieschen, Source Control Inspection Specialist
or Anne Schubert, Deputy Director/Source Control
2929 Tapo Canyon Road
Simi Valley, CA 93063
(805) 583-6422

ACTIVITY-#1

Date: September 15, 1997
Activity: Proclamation
Target Audience: Attending & local television station audience.
Location: City Council-I Chambers
2929 Tapo Canyon Road
Simi Valley, CA 93063

Description of Activity: A proclamation was presented at the City Council meeting on September 15, 1997, recognizing September 15-21, 1997, as Pollution Prevention Week.

Quantitative Information: The attending audience and an unknown number of television viewers.

ACTIVITY-#2

Date: September 16, 1997
Activity: A full day Pollution Prevention Workshop & Press Release
Target Audience: Simi Valley residents, commercial & industrial businesses
Location: City Council Chambers
2929 Tapo Canyon Road
Simi Valley, CA 93063

Daily News local edition

PSC141SC197SC03I.MSC

P2 Week 1997 "Activity of the Week" Awards

Page 2

Description of Activity: A press release announcing Pollution Prevention Week 1997 and this workshop was run in the September 16, 1997 local edition of the Daily News newspaper. Flyers for this workshop were also mailed or hand-delivered to commercial and industrial businesses within the City. The workshop was held from 9:30 a.m. to 3:30 p.m. with various topics from general pollution prevention to pollution prevention case studies presented by local industries (see workshop agenda) HazTours interactive kiosk providing bilingual stormwater and oil recycling information was also at this workshop.

Co-Sponsors/Partners: Staff from the City's Community Services Solid Waste Program and the Daily News.

Quantitative Information: Various pollution prevention fact sheets and all Pollution Prevention posters provided by the Local Government Commission were disseminated. Other handouts and brochures generated by Source Control staff were given out. Eight hundred and fifty workshop flyers were mailed. Various stormwater Best Management Practices brochures, cups, pencils and bookmakers were also available.

ACTIVITY #3

Date: September 14-21, 1997

Activity: Pollution Prevention videos

Target Audience: Simi Valley residents

Location: Simi Valley, CA

Co-Sponsors/Partners: Comcast Cable vision of Simi Valley, Inc.

Description of Activity: Stormwater and Pollution Prevention videos were aired throughout the week at various times of the day.

Quantitative Information: Videos were aired throughout the week, several times each day.

PSC141SC197SC031.MSC

CITY OF RIALTO

Activity 1: City of Rialto's ANNUAL POLLUTION PREVENTION FAIR

Date: September 20, 1997

Activity: Pollution Prevention Fair

Target Audience: People of all ages including families and other groups

Expected level of participation: 300 to 400 people

Location: 251 W. First St., Rialto (behind Rialto City Library)

Co-sponsors/Partners: none

Description of Activity: The purpose of our fair is to provide a fun, family atmosphere while providing environmental education information. Our focus is pollution prevention of our earth including air, water, and land. We have invited a variety of organizations and will have displays and free activities for all ages.

Exceptional Merits: Our fair is unified community effort. We have participants from various City Government offices, private industry, water districts, the county library, a local waste hauler, a certified oil recycler, and public transportation groups. Teenagers from local school Earth Clubs and the City Youth Center assist in set up, clean up, craft booths, and food booths.

The event is advertised on a local radio station and a deejay attends the fair playing music and giving away CD's, tee-shirts, and amusement park tickets.

This carnival type atmosphere makes the day a fun learning experience for all involved.

CITY OF SUNNYVALE WPCP

Pollution Prevention Week 1997: Activity of the Week Award nomination:

Date: Monday, September 15th 1997

Activity.- Kids' Night!

Target Audience: School-age kids in Sunnyvale.

Location: Sunnyvale Public Library, 6:00 pm- 8:00 pm.

Co-sponsors Partners: none.

Description of Activity & Quantitative Information: Kids' Night! was designed to entertain and educate our younger pollution preventers. We had 2 crafts: painting flower pots and coloring wooden fish on dowels, or fish sticks' as one kid called them. The fish are a reminder for the kids that we're not the only ones using water, and they make great toys! The flower pots can be used to grow organic herbs, or a marigold for companion planting. We also had face-painting, which was very popular with all age groups. Captain Sewer, Sunnyvale's own super-hero and pollution fighter, was a big hit at the event. He signed autographs, talked with kids and their parents about P2, and gave out his coloring books. Approximately 50 parents and kids showed up for this 2 hour event.

CITY OF SUNNYVALE WPCP

Pollution Prevention Week 1997: Activity of the Week Award nomination:

Date: Wednesday, September 17th, 1997

Activity.- QA/QC: Stormwater Monitoring & Sampling Techniques

Target Audience: Local businesses, industries and agencies that are required to monitor their stormwater discharges.

Location: Sunnyvale Public Library, 9:30 am-1 1:30 am.

Co-sponsors/Partners: the Cities of Sunnyvale, Mountain View and San Jose.

Description of Activity: The workshop was designed to give information to businesses, industries and agencies who are required under the current General Industrial Stormwater Permit to. sample their stormwater discharges. The 5 guest speakers from local industries and agencies gave information on who is required to sample, how to sample, what to sample, how to store and transport samples, and how to analyze the samples. QA/QC issues and their impact on sampling were also discussed.

Quantitative Information: 84 representatives from local businesses and agencies attended.

CITY OF SUNNYVALE WPCP

Pollution Prevention Week 1997: Activity of the Week Award nomination:

Date: Saturday, September 20th 1997

Activity: Coastal Clean-Up Day

Target Audience: General Public

Location: 21 creek sites in Santa Clara County; 4 of which are coordinated by the Sunnyvale Environmental Education Program.

Co-sponsors/Partners: Creek Connections Action Group.

Description of Activity & Quantitative Information: This year was the 5th year that the City of Sunnyvale Environmental Education Program participated with Coastal Clean-Up Day. This year we worked together with the Creek Connections Action Group, a collection of local agencies and non-profit organizations committed to pollution prevention in our waterways and riparian corridors. We had 4 creek sites in Sunnyvale, and had about 175 volunteers help to pull over 5000 pounds of trash out of our creeks. We distributed over 1000 posters advertising the event to over 750 local businesses, schools and public meeting places throughout Santa Clara County. The message sent out by our efforts was that you don't have to go to the beach to clean the coast. Creeks and streams lead to the coast, so by cleaning the creeks you can prevent that pollution from reaching the coast.

DUBLIN-SAN RAMON SERVICES DISTRICT

Dates: September 15-21, 1997.

Activity: Pollution Prevention Slogan Contest.

Location of Schools: Dublin High, Cal High, Christian Valley High, Valley High, and Ventura High,

Targets: High school students (grades 9-12).

Participants: Any student who writes a slogan on the theme of Pollution Prevention.

Summary: Three awards 1st-2nd-and 3rd place will be presented to three high school students from three of the local high schools, by the District. These awards will honor the outstanding efforts of students who, through their idea of a slogan, are inspiring others to take responsibility for creating an environmentally sound future. These individuals will be encouraged to write a slogan with Pollution Prevention as their theme. The entries will be judged on positive environmental implications, "creativity and originality."

PROJECT II:

Dates: September 15-21, 1997

Activity: Pollution Prevention Week display at the District Office in Dublin, as well as Pollution Prevention Week posters displayed at the Waste Water Treatment Plant (WTP).

Targets: District Office, and WTP visitors and employees.

PROJECT III:

Dates: September 15-21, 1997.

Activity: Pollution Prevention Display in a display case.

Location: Dublin Library and Dublin San Ramon Services District Display Case.

PROJECT IV:

Date: Wednesday, September 17, 1997.

Activity: Information Booth.

Location: Three Library's

Targets: Residents in the San Ramon area, adults & children

PROJECT V:

Date: September 20, 1997.

Activity: Display/Information Booth.

Location: Orchard Supply Hardware Store, Dublin, CA.

PROJECT VI:

Date: September 15-21,-1997

Activity: Pollution Prevention Packets

Location.- Dublin

Targets: Automobile industries

PROJECT VII:

Date: September- 15-21, 1997

Activity: Pollution Prevention Proclamation

Location: Dublin San Pinon Services District

Targets: General Public

PROJECT VIII:

Date: September 15-21, 1997
Activity: Pollution Prevention Posters
Location: Dublin San Ramon Services District
Targets: Sponsors, Schools, and Libraries

Date: September 20, 1997
Activity: Pollution Prevention Press Release
Location: Dublin San Ramon Services District
Targets: General Public

Date: September 22, 1997
Activity: Pollution Prevention Merit Certificates
Targets: Sponsors, Schools, and Libraries

Date: November
Activity: Pollution Prevention Slogan Contest Winner - Board Meeting
Location: Dublin San Ramon Services District
Targets: Parents, Family, and Pollution Prevention Slogan Winners
Description:

PROJECT XIV:

Date: November
Activity: Pollution Prevention Presentations
Location: Murray Elementary, Frederiksen Elementary, and Nielsen Elementary
Targets: Fourth and fifth grade students

POLLUTION PREVENTION WEEK 1997
Environmental Management, Edwards AFB Activities

Activity 1

Dates: 15-21 Sep 97
Activity: P2 posters distributed on base
Target Audience: Edwards Air Force Base residents, children and workers
Locations: 4 schools, libraries (base and technical), Commissary, Museum, NASA, Housing Office, Environmental Management Office
Quantitative Information: 20

Activity 2

Dates: 15-21 Sep 97
Activity: P2 proclamation poster, signed by Center Commander distributed on base
Target Audience: Edwards Air Force Base residents, families, contractors and government workers
Locations: (412 Logistic Test Group Haz Mat Pharmacy and units serviced; 412th Component Repair Squadron Haz Mat Pharmacy and units serviced; 95th Supply Squadron Haz Mat Pharmacy and units serviced; all buildings from Wolfe Ave. to the housing area to include the Family Support Center and Bowling Alley.
Quantitative Information: 150

Activity 3

Dates: 15-21 Sep 97
Activity: 15-minute Pollution Prevention video shown throughout the week on the commander's access channel.
Target Audience: Base residents, visiting dignitaries staying on base.
Locations: On base billeting, Oasis Recreational Center, Base Gym, break rooms in most base organizations, waiting area in the Flight Test Center HQ.

Activity 4

Dates: 19-21 Sep 97
Activity: Published a two-page spread in the base newspaper covering base units P2 success stories, an editorial from the AFFTC commander endorsing the P2/environmental program and its success, and an article from AFMC explaining P2 week and command and Air Force involvement.

Target Audience: The entire base populace, all AFMC bases and HQ AF. The paper has a circulation of more than 10,000.

Locations: Every office on Edwards AFB, Every house in the base housing area including Desert Villa with distribution points where people congregate such as the BX, Commissary, Shoppette, Bowling Center, Burger King, Hospital, Dental Clinic, etc. All AFMC bases and HQ Air Force.

Activity 5

Date: 17 Sep 97

Activity: Meeting with P2 and Compliance branches to discuss proposal and plans for integration of pollution prevention into regulatory requirements.

Activity 6

Date: 15-21 Sep 97

Activity: Established P2 wall, displaying past and present P2 posters

Activity 7

Date: 11 Sep 97

Activity: Announcing P2 week and its team. Sent through B-mail systems throughout the base.

Target audience: Base residents, contractors and government workers

Activity 8

Date: 19 Sep 97

Activity: Sent the president's message for P2 week through the B-mail systems throughout the base.

Target audience: Base residents, contractors and government workers

ACTIVITY #1

Date: September 16,1997

Activity: Introduction of Ordinance for Hazardous Waste Source Reduction

Target Audience: Generators of Hazardous Waste

Location: City of El Segundo

Co-sponsors/Partners: None

Description: Proposed adoption of ordinance to promote hazardous waste source reduction among the various generators in El Segundo. The ordinance reflects similar requirements found in SB 14 legislation, requiring source reduction plans and goals of 5% reduction each year, An incentive is also incorporated to motivate generators through a 5% reduction in hazardous waste permit fees, The estimated savings for business ranges from approximately \$20 to \$70. (The ordinance was approved and adopted on October 7, 1997)

Quantitative Data: This ordinance will affect approximately 100 businesses in El Segundo, with a projected allocated incentive of approximately \$3000.00.

ACTIVITY #2

Date: September 1997

Activity: News Article in Weekly Newspaper Insert

Target Audience: El Segundo Residents and Businesses

Location: Throughout El Segundo

Co-sponsors/Partners: None

Description: One-time news article in an insert of the "El Segundo Herald" weekly newspaper, announcing the celebration of Pollution Prevention Week, The newspaper is delivered to every resident and business in El Segundo and briefs the public on local events and resources in the El Segundo area.

Quantitative Data: Approximately 5,000 inserts were delivered to residents and business.

EL SEGUNDO FIRE DEPT.

ACTIVITY #3

Date: September 16,1997

Activity: Delivered proclamation

Target Audience: Residents and Businesses of El Segundo

Location: City of El Segundo

Co-sponsors/Partners: None

Description: Mayor of El - Segundo signed proclamation for "Pollution Prevention Week", which was posted at the El Segundo Fire Department.

Quantitative Data: This is the second proclamation from the City of El Segundo for pollution prevention week.

COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS

900 SOUTH FREMONT AVENUE
ALHAMBRA & CALIFORNIA 91903-1331
Telephone: (626)458-5100

ADDRESS ALL CORRESPONDENCE TO-
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91902-1460

October 9, 1997

IN REPLY PLEASE
REFER TO FILE: EP-5

Mr. Leif Christiansen
P2 Week 1997 "Activity of the Week" Awards
c/o Local Government Commission
1414 K Street, Suite 250
Sacramento, CA 95814-3929

Dear Mr. Christiansen:

P2 WEEK 1997 -ACTIVITY OF THE WEEK" AWARDS

Enclosed is our application for the "Activity of the Week" Award. As you can see by the activity descriptions and attachments, a substantial effort was made to inform all of the residents of the County about the need to prevent pollution. In addition to arranging special pollution prevention events and advertisements during Pollution Prevention Week, the Department of Public Works incorporated the pollution Prevention message into other activities occurring throughout the month. Also, Pollution Prevention Week was used as the time to 'kick off " new long term programs, such as the Environmental Defenders presentations and the cooperative effort with the Burbank Water Reclamation Plant to inform businesses about pollution prevention.

The application also demonstrates the coordination undertaken with the large number of jurisdictions in the County to make the events more meaningful. We provided information and handouts to the City of Huntington Park for their Pollution Prevention Week Fair and the Burbank Water Reclamation Plant for their program. All of the cities, along with local environmental groups, were contacted to participate in the Los Angeles County Fair booth. By pooling our resources, we were able to set up and staff a booth in a prominent location in the Fair. Nearly 30 cities along with two non-profit groups provided staffing for the booth. Additional cities and non-profit groups provided items to give away to visitors to the booth. Such a booth would not have been possible without the cooperation of the parties involved.

Mr. Leif Christiansen
October 9, 1997
Page 2

During the month of September the County worked with its Contractors to schedule a city environmental coordinators meeting, which was held on October 9, 1997. Over 100 city environmental coordinators from the 88 incorporated cities within the County were invited. The meeting provided a forum for the Department to inform them about the pollution prevention programs available to their residents from the Department and to allow discussion about their programs. More meetings will be held to continue coordination of the city and County programs.

If you have any questions about our application or P2 Week activities, please call Tom Lawrence at (626) 458-3536, Monday through Thursday, 7:00 a.m. to 5:30 p.m.

Very truly yours,

TOM LAWRENCE
Civil Engineer I
Environmental Education

TL:tl

EP-5\P:\EPPUB\RECYCLE\TOM\P2WEEK\LTR2LGC.WPD

Enc.

cc:

ACTIVITY #1

Agency: Mojave Desert Air Quality Management District

Activity: Second Annual P2 Week Poster Contest

Date(s): Contest Dates - 8/12 - 8/28/97
Award Ceremony - 9/11/97
Publication of Winner's Photos & P2 Week Promotional Feature in *Daily Press* 9/17/97.

Target Audience: Children between the ages of 4-16; local schools.

Location: Open to contestant's throughout District's jurisdiction (includes cities of Victorville, Hesperia, Barstow, Apple Valley, Twenty-nine Palms, Yucca Valley, Blythe, Needles and Trona). Award Ceremony held at MDAQMD Headquarters in Victorville, CA.

Co-Sponsors/Partners: Air & Waste Management Association, Mojave Desert Chapter, and the Victor Valley *Daily Press*.

Description of Activity: "Working Together Towards a Cleaner Desert" was the theme of the MDAQMD's Second Annual P2 Week Poster Contest, which was aimed at increasing awareness of the importance of pollution prevention in school-age children. This year's contest drew well over 100 entries from throughout the District, including many produced as classroom projects.

On September 11, six young artists and their teachers were recognized during a Winner's Award Ceremony hosted by the District (note: the ceremony was held prior to P2 week to allow the *Daily Press* sufficient time to develop their P2 week promotion, which included photographs of contest winners). The ceremony featured Chuck Fryxell, MDAQMD's Air Pollution Control Officer as Master of Ceremonies, with awards presentation by District Governing Board Member JoAnn Almond.

First and second place winners in the following age categories were awarded \$50 and \$100 Savings Bonds, respectively, by the Air & Waste Management Association: Ages 4-7; Ages 8-11; and Ages 12-16. Five of the six winning posters were the result of classroom projects initiated by local teachers. During the ceremony, winners' teachers were presented with certificates in recognition of their P2 educational efforts. Winners and their teachers were also photographed for the *Daily Press* P2 Week promotion.

Quantitative Information: The P2 Week Poster Contest was well promoted in the *Daily Press*, which has a circulation of over 40,000. The contest was also promoted in the District's newsletter, which has a circulation of about 400, and via a direct mailing sent out to thirteen school districts encompassing over 70 schools between them. The contest drew over 100 entries from throughout the District, including entries from seven local schools. As a result of

ACTIVITY #1 (CONT.)

the outreach effort to local school districts, several teachers contacted MDAQMD requesting P2 materials for use in creating P2 Week lesson plans. For several participating teachers, the poster contest was just one of many P2 learning activities which the contest promotion spawned at their schools.

This year's winning posters will be featured in a Pollution Prevention Calendar which is currently under production. 1500 calendars have been ordered, which will be distributed at local school and public outreach events. One of the winning posters will also be featured on MDAQMD's official 1997 T-Shirt, which is offered as the grand-prize on the District's "Spinning for Clean Air" wheel-of-fortune used at outreach events. One of last year's winning posters was used by both the Air & Waste Management Association for their West Coast Conference T-Shirt, and by MDAQMD for their official 1996 T-Shirt. Both shirts have proven ,immensely popular with the public and regulated industry.

ACTIVITY #2

Agency: Mojave Desert Air Quality Management District

Activity: Mojave Green Business Program

Date(s): Introduced during P2 Week '97, September 15-21

Target Audience: Owners and operators of retail gasoline dispensing facilities; to be expanded to additional industries in the near future.

Location: Retail gasoline stations located within the NMAQMD's jurisdictional boundaries are eligible for Mojave Green Business designation.

Co-Sponsors/Partners:

Description of Activity: The "Mojave Green Business" Program is a positive incentive program aimed at recognizing small businesses who are working proactively to prevent pollution at their facilities. Under the program, small businesses within targeted industries who pass their annual air quality permit inspections "deficiency-free," and have had no air quality related violations since their last permit inspection will be awarded a Mojave Green Business decal, designed for display in a business window, wall or display.

The purpose of the Mojave Green Business decal and program is to provide a mechanism for consumers to recognize and patronize small businesses that employ environmentally responsible, or "Green" practices which benefit the environment, and are in compliance with all applicable air regulations. In addition to receiving the identifying decal, Mojave Green Businesses will also be recognized by name and location in local newspaper ads published annually by the MDAQMD. Recipient businesses will also be listed in the Mojave Green Business Directory, which will be available by phone and on the District's website. Recipient business owners will also receive camera-ready copies of the decal for use in their own display ads, a congratulatory letter from the Air Pollution Control Officer and recognition in the District's newsletter.

ACTIVITY #2 (cont.)

The first group of businesses targeted for Mojave Green Business eligibility are retail gasoline dispensing facilities. During P2 Week, station owners received an informational package on the new incentive program, which included a brochure on the program and a copy of CARB's SelfInspection Handbook for Gasoline Facilities. The brochure highlighted educational & compliance assistance materials and on-site consultation services which are from the District, free of charge.

A Press Release distributed to more than fifteen local media outlets during P2 Week provided area residents with their first glimpse of the new program. MDAQMD'S anticipates that recipient facilities will benefit from the positive "PR" associated with being identified as an environmentally-conscientious business, and that the program will encourage all facilities to voluntarily step up their P2 efforts.

Quantitative Information: Over 250 CARB Self Inspection Handbooks and Mojave Green Business Program brochures went out as part of the P2 Week mass mailing on the new program.

Program Update: In the wake of the Mojave Green mailout and introduction, District staff has fielded numerous requests for additional program brochures and CARB Self-Inspection Handbooks from enthusiastic station owners and operators. Additionally, several owners/operators have indicated that they are stepping up self-inspection efforts at their stations and scheduling site visits from maintenance personnel, to insure compliance with applicable District requirements, and subsequently, with Mojave Green eligibility criteria. Additionally, ARCO's regional office is planning to conduct an internal competition among its stations located in the District in an effort to encourage compliance with the new program. Even the *Daily Press* jumped on the Mojave Green bandwagon recently by showcasing the program in a nearly page-long feature article.

ACTIVITY #3

Agency: Mojave Desert Air Quality Management District

Activity: "Name That Program" Contest

Date(s): Contest Dates - 8/12 - 8/29/97
Award Ceremony - 9/11/97.

Target Audience: Owners and employees of local businesses and industries.

Location: Open to contestants throughout the District's jurisdiction. Award Ceremony at MDAQMD Headquarters in Victorville, CA.

Description of Activity: The "Name That Program" contest was held to seek a new name for the District's small business assistance program, previously known as the DESERT program. The contest was designed to accentuate the program's ongoing expansion, and to draw attention to the new and improved services which will soon be available to local business owners. These services include on-site technical consultations, including P2 consultation services; compliance classes; explanatory brochures, and the District's Business Assistance Hotline.

The "Breathe Easy" Program, the winning name, was submitted by an employee of the Barstow Marine Corps Logistics Base's Environmental Department. The winner received a ' commemorative plaque in recognition of her contribution the District's's small business assistance effort, and will be featured in an upcoming issue of MDAQMD's newsletter.

According to contest judges, the winning name was selected based on the "stress-free" imagery which it invokes. This image is consistent with the MDAQMD's commitment to make working with the District as easy and stress-free as possible for small business owners.

Quantitative Information: The District's's newsletter, which has a current circulation of about 400, served as the primary promotional vehicle for the "Name That Program" Contest. The contest was also promoted in the Daily Press, which has an average circulation of about 40,000. As a result, the District received just under 20 eligible names for consideration in the "Name That Program" Contest.

ACTIVITY #4

Agency: Mojave Desert Air Quality Management District &
Antelope Valley Air Pollution Control District

Activity: "P2 Week Activity Ideas for Government Agencies, Businesses and Community
Organizations" Information Sheets

Date(s): Distributed approximately one month before P2 Week.

Target Audience: Governing Board Members of the NMAQMD and the AVAPCD, business and community members.

Location: Various

Co-Sponsors/Partners:

Description of Activity: Developed P2 Week Idea Information Sheet to encourage Governing Board Members for both Districts to initiate P2 activities in their represented cities and municipalities (a total of 15 cities and municipalities are represented between both District Boards). Information sheets were based on Local Government Commission publications and customized for air district use. Sheets were also distributed to local businesses and organizations requesting information on P2 Week activities.

Quantitative Information: N/A

Santa Barbara County APCD

Pollution Prevention Week 1997

Activity One

Date: September 18, 1997

Activity: APCD Board Resolution

Target Audience: APCD Board, APCD staff, general public, media

Location:

Co-Sponsors/Partners: N/A

Description of Activity: Presentation made to APCD Board recognizing Pollution Prevention Week, listing APCD activities. Board adopted resolution.

Exceptional Merits: Made decision-makers aware of the APCD's commitment to pollution prevention as well as our Pollution Prevention Week activities.

Activity Two

Date: Friday, September 19, 1997

Activity: Green Awards and Green Awards Luncheon

Target Audience: Private industry, general public, media

Location: Cabrillo Arts Center, Santa Barbara

Co-Sponsors/Partners: Traffic Solutions, County of Santa Barbara - Solid Waste & Utilities Division, Community Environmental Council

Description of Activity: Fourth Annual green business awards

Exceptional Merits: The Green Award recognizes voluntary private sector activities that result in cleaner air or water, less waste, less traffic, conservation of energy and natural resources, or reduced use of hazardous materials. The award winners and the luncheon received outstanding medial coverage over previous years. The event was covered in local print media, radio and television. (We have attached copies of newspaper articles and a tape of television coverage)

Quantitative Information: The Santa Barbara News Press ran one article on the Green Award winners and one Editorial on the winners and the News Press' P2 efforts. The News Press' distribution is approximately 46,000. The Santa Maria Times ran an article highlighting Ontiveros Elementary School for their pollution prevention efforts. The Times' circulation is approximately 23,000.

Activity Three

Date: Tuesday, September 16, 1997

Activity: "Businesses That Work" television news coverage, KEYR Channel 3

Target Audience: Private industry, general public

Location:

Co-Sponsors/Partners: Traffic Solutions, County of Santa Barbara - Solid Waste & Utilities Division, Community Environmental Council

Description of Activity: Coverage of businesses that won Green Awards during weekly news segment "Businesses That Work" (We have attached copy of letter sent to television news reporter and video tape of segment)

Exceptional Merits: Exceptional coverage for businesses and the Green Award program. This is the first year we have been able to create a strong working relationship with the local television station for the coverage of Pollution Prevention Week.

Activity Four

Date: July/August and September/October

Activity: Pollution Prevention Week Coverage in APCD newsletter, *On the Air*

Target Audience: Permitted sources, general public

Location:

Co-Sponsors/Partners: N/A

Description of Activity- These issues of *On the Air* focused on Pollution Prevention Week, general pollution prevention tips, how to develop an Office Pollution Prevention program, and the Green Award winners. We have received numerous calls requesting information for starting an office pollution prevention program.

Exceptional Merits: Spread the word on Pollution Prevention Week to businesses and the general public.

Activity Five

Date: September 8 - 20, 1997

Activity: Pollution Prevention Week poster distribution

Target Audience: County employees and general public

Location: County Administration buildings in Santa Barbara and Santa Maria

Co-Sponsors/Partners: N/A

Description of Activity: Had posters put up in County Administration buildings

Exceptional Merits: We received numerous phone calls requesting information on Pollution Prevention Week and to request copies of the poster.

POLLUTION PREVENTION WEEK '97

SUMMARY OF ACTIVITIES

SANTA CLARA COUNTY POLLUTION PREVENTION PROGRAM

-BOARD OF SUPERVISORS' PROCLAMATION & AWARD WINNER RECOGNITION

The P2 Program worked with the Board of Supervisors to pass resolutions declaring Pollution Prevention Week and commending the 1997 Susanne Wilson Environmental Achievement Award winners for their leadership in P2.

-PUBLIC INFORMATION/MEDIA OUTREACH - P2 ON CHANNEL 11 KNTV NEWS

Once again the P2 Program's media efforts focused on collaborating with KNTV to air a series of pollution prevention messages during P2 Week on the evening news. The 5 spots were approximately one minute each, aired at least once, and focused primarily on what residents could do at home to prevent pollution - in the house, garden, and garage.

Specific topics covered in the 5 P2 Week spots included the following:

- Paper reduction at the office and home
- Nonpolluting alternatives to gas-powered lawn mowers
- Preventing pollution during home auto maintenance
- Reducing use of garden chemicals and pesticides
- Alternatives to polluting household products, and proper disposal

The new "Clean It!" and "Grow It!" guides were shown on screen after the last two segments, generating a rush of calls to the Countywide Recycling Hotline, which had agreed to handle public information requests for the P2 Program. More than 80 'Pollution Prevention Packets' have been sent to viewers, and about 40,000 households learned new P2 tips each night.

P2 WEEK INFORMATION FAIR, COUNTY GOVERNMENT CENTER

At the request of the P2 Program, the County Office of Occupational Safety & Environmental Compliance coordinated a P2 Week Information Fair for County employees and the public. The P2 Program and four other related organizations participated. Attending organizations stated it was one of the best-received information fairs, measured by making approximately 200 contacts during the event. The highlight of the show was a display model of a nonpolluting cordless electric mower obtained by the P2 Program.

SOUTH VALLEY BUSINESS SHOWCASE

The P2 Program initiated and coordinated a "Business Environmental Resources" booth at the Business Showcase (Sept. 18) to inform Morgan Hill and Gilroy businesses and public about free and low cost environmental services available in Santa Clara County (SCC). The P2 Program and 6 other programs participated: SCC "PaperLess... It's Better for Business" campaign, SCC Hazardous Waste Recycling & Disposal Program, Business Environmental Assistance Center, Morgan Hill Green Business Program, Gilroy Commercial Recycling, South County Wastewater Dischargers Program. The event was well attended and the Business Environmental Resources booth received considerable interest and many good contacts.

P2 WEEK '97 SUMMARY OF SANTA CLARA COUNTY POLLUTION PREVENTION PROGRAM ACTIVITIES, CONT.

COUNTYWIDE P2 WEEK COORDINATION

The P2 Program took the lead in coordinating countywide P2 Week outreach, including outreach to industry and media, encouraging and supporting city efforts by providing information and assistance, and the following:

- **P2 WEEK POSTER DISTRIBUTION** - Approximately 1 00 posters were distributed throughout the county - to libraries, city halls, community centers, student unions, business associations, private companies, at events and in other public areas. The P2 Program worked with interested city staff to accomplish local distribution.

- **P2 WEEK "INFO DISPLAY" OUTREACH** - The P2 Program developed a catalog of pollution prevention-related public information materials available from various agencies throughout the county, and promoted the hosting of 'P2 Week' information displays at private businesses. Announcements were placed in the P2 Program's and business organizations' newsletters, as well as at their environmental committee meetings. Several companies requested materials to participate, including Hobee's, which has 7 restaurant locations in the County.

- **P2 WEEK CALENDAR OF EVENTS** -The P2 Program solicited information from cities and other programs to develop a countywide P2 Week Calendar for inclusion in the newsletter and outreach efforts.

-P2 WEEK ISSUE OF THE P2 PROGRAM NEWSLETTER

The sixth issue of the P2 Program newsletter (initiated during P2 Week 1995) was published and distributed to 2000 government, business, and community interests. It included articles targeted to each of these sectors, and highlighted the upcoming season of new 'Eco-Holidays,' which will continue to reinforce environmental ethics throughout the fall season.

P2 Week 1997 "Activity of the Week" Awards

c/o Local Government Commission
1414 K Street Suite 250
Sacramento, CA 95814-3929

The following represent the activities of:

Ventura County Solid Waste Management Department

Contact: Sharon Reifer, Waste Management Analyst
800 S. Victoria #1650
Ventura, CA 93009 805/648-9225

Activity #1

Dates: September 11-13, 1997

Activity: Half page advertisement of Pollution Prevention Week activities, stormwater message, oil recycling message and Coastal Clean-up Day promotion.

Target Audience: Ventura County Star readers

Location: Ventura County Star, Ventura edition

Co-sponsors/Partners: Funded by an oil grant from the California Integrated Waste Management Board

Description of Activity: Notification of clean-ups, workshops, displays and proclamations

Quantitative Information: Readership totals 30,969.

Activity #2

Dates: September 15 - 21, 1997

Activity: Pollution Prevention Week Informational Display

Target Audience: Visitors and employees of the Government Center

Location: Ventura County Government Center, Hall of Administration. Main Plaza

Co-sponsors/Partners: California Integrated Waste Management Board funding

Description of Activity: Four panel display board featuring used oil recycling and rerefined oil information. Four panel display board featuring composting and recycling information. Handout and information rack. HazTours interactive kiosk providing bilingual oil recycling information. Oil container and premium giveaways.

Quantitative Information: 89 containers, 38 seat cushions, 25 sunshades, 85 pencils, 47 Bug books, 47 mini-minder magnetic clips, and 53 magnetic notepads were distributed. 89 informational surveys were completed. Though the booth was staffed and items distributed only during lunch, it was visited throughout the week during business hours.

Activity #3

Dates: Sunday, September 14th, 1997

Activity: Letter to the Editor from the Ventura County Board of Supervisors

Target Audience: Ventura County Star Sunday edition readers.

Location: Entire County

Co-sponsors/Partners: None

Description of Activity: Letter explaining P2, activities and contact numbers for P2 Week, business community goals and contact number, pollution prevention methods.

Quantitative Information: Sunday readership totaling 103,069.

Activity #4

Dates: Monday, September 15, 1997

Activity: Newspaper article

Target Audience: Ventura County Star readers

Location: Countywide edition

Co-sponsors/Partners: None

Description of Activity: A letter was submitted to the Star writing staff on September 5 relaying P2 Week events, P2 goals and information on businesses in the County that had made important headway in pollution prevention. A Star reporter called to gather more information and an article appeared the first day of P2 Week.

Quantitative Information: Countywide readership totaling 94,654.

Activity #5

Dates: September 1-21, 1997

Activity: Public Service Announcements

Target Audience: KHAY, KBBY, KCOP, KTRO, KCAQ AND 92.7 radio listeners.

Location: Ventura County

Co-sponsors/Partners: California Integrated Waste Management Board

Description of Activity: Radio commercial for the Do-It-Yourselfers who changes their own motor oil explaining oil recycling opportunities and where to get free, reusable containers.

Quantitative Information: N/A

Brad Norton
Local Government Commission
1414 K St., Suite 250
Sacramento CA 95814

P2 Week 1997 - **Business Environmental Resource Center/Sacramento County** Activities

Dear Brad:

Thank you for sending me the application for "Activity of the Week" awards for pollution prevention programs. Enclosed is the completed Application Form, a copy of our P2 WEEK 1997 flyer & Proclamation, Awards Ceremony program, and a list of businesses presented pollution prevention awards. In addition, I am including the following summary of activities that the **Business Environmental Resource Center (BERC)** coordinated for Pollution Prevention Week.

This year's Pollution Prevention Week activities included:

- Breakfast reception with the award recipients, September 16 at the County Board Chambers;
- Award presentations by the Board Members to honor six exemplary businesses nominated by the Sacramento Area Pollution Prevention Committee (SAPPCO) who reduced wastes, emissions, and/or discharges through the implementation of multi-media pollution prevention measures (Tuesday, September 16 at 9:30 a.m.). Award recipients received framed Pollution Prevention Week Resolutions and their photo with the Board of Supervisors;
- Pollution prevention display at the County Administration Building (September 15 - 21); and
- Promotion of pollution prevention activities with a Pollution Prevention Week Flyer, press releases and articles in local news media, as well as various newsletters published by chambers of commerce, trade associations and environmental organizations (throughout the months of August and September).

Hopefully the above information along with the attachments provides you with all the information you need to consider our program for the Pollution Prevention "Activity of the Week" award. If you have any questions or need additional information, please do not hesitate to contact me at 364-4110.

Sincerely,

Paris M. Greenlee
Senior Environmental Consultant

Attachments: List of Award Recipients, P2 Week Flyer, Program for the Awards Presentation and Proclamation, & Sacramento County P2 Week Proclamation